

Home Sweet Home In-Home Services Internship

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Abstract

The project for my internship was based on Home Sweet Home In-Home Services. They are an in-home assistance company located in Elizabethtown, Pennsylvania. I started working for them as an intern in January and have loved the experience since. During the internship I was able to dig deeper and find my voice in marketing. Being a hands-on learner having the capability and the support from my co-workers was the most important part of my time at Home Sweet Home. My responsibilities included handling the marketing which involved designing marketing materials and presenting at different events.

Growing up my parents owned a business called Weaver Brother two; the first Weaver Brothers was own by my father's dad. My brothers and I helped with operations, making messes of course. We were both under the age of 10 and loved going in to help during the week. Unfortunately, the businesses closed about 3 years later and my parents were devastated. Since then my love for businesses grew and I dedicated my time to furthering my education. I have always had a strong passion for creativity and the ability to help others succeed. Prior to the internship I directed my focus on small businesses. My inspiration came from a project in Professor Hutto's class, where we were able to work along side a small business called NuLife. Our groups project was on designing an easy way to market the products they made. We decided to use Etsy and Pinterest to allow them to easily upload their products. I

absolutely loved watching a small college project change the way a business could be done. I wanted to continue to watch businesses succeed no matter what size they are. When I got the chance to work at Home Sweet Home I knew I had to take the opportunity. The company was small consisting of less than 25 employees and they were struggling to find caregivers and clients. I was given the responsibility to design flyers and materials to help attract the target audience. In the beginning I had very little experience with Human Resources and finding ways to hire people. I often sat for hours deleting and redoing project trying to find the right color scheme or the right words to say. Halfway into the program I wanted to quit, I felt that I wasn't the perfect fit for the job and that someone else can do it better. I kept beating myself up until one day my director looked at me and told me he loved

what I did for the company, even the caregiver manager told me her son was impressed with my work. Since then I kept moving forward and used any advice I was given to improve. During my time at Home Sweet Home I redesigned their website onto a different platform to make it easier to navigate and find information. I also designed their brochures, business cards,

flyers, and presentation folders. Business has begun to increase, and more applications have been coming in over the past few months. I finally found my purpose thanks to the internship program offered at Millersville and the guidance given to me at Home Sweet Home. I hope that I will be able to continue my career at Home Sweet Home and I'm glad I got to watch the company grow.

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